



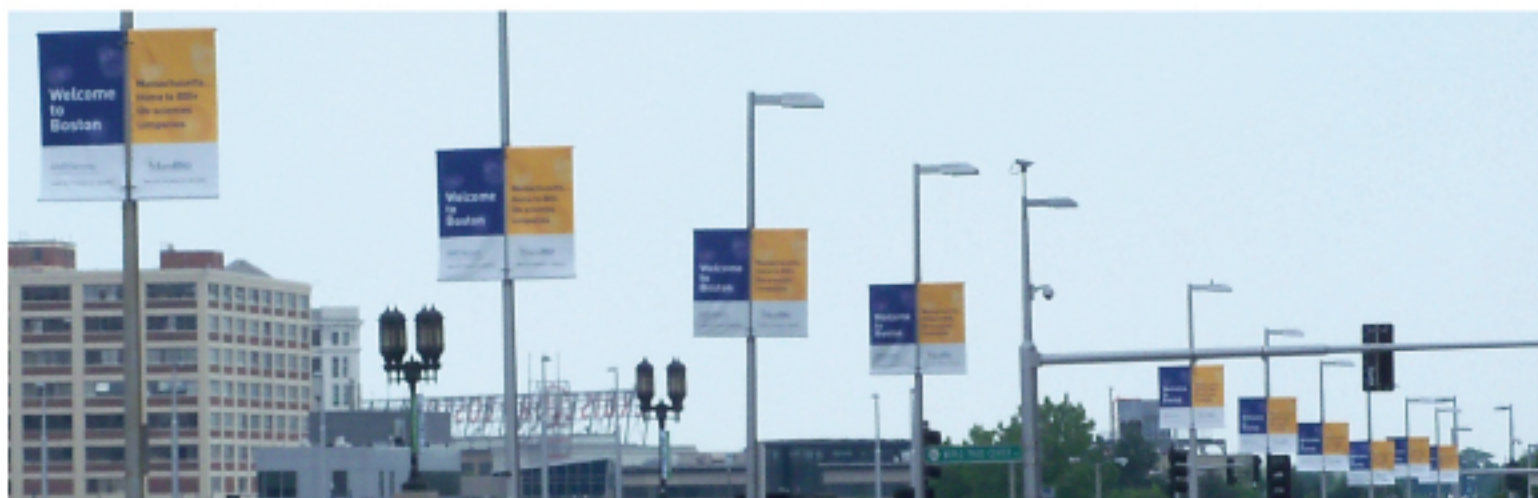
POLE BANNER GUIDE

POLE BANNER GALLERY



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DESIGN FOR DISTANCE

Light pole banners have become a staple in the marketing and sign industries. They are a great opportunity to reach the public and make them aware of an event, performance, or sports team. Often sponsors choose to be included on pole banners as they are aware that pole banners reach an audience much larger than their customer lists or even online marketing which seems to be becoming the modern equivalent to junk mail. Below are a few tips to keep in mind when designing pole banners. Utilizing these tips will help you get the most out of your design and is sure to make your sponsors very happy with the visibility of their corporate identity.

1. GO BIG!

Pole banners are most often viewed from a distance. The larger the letters the easier they are to read. Make sure to create a hierarchy of information for your banner. In other words, the most important information should be the largest and the least important information should be the smallest. The United States Sign Council (USSC) has done extensive research and determined the optimum viewing distance based on every inch of letter height, known as the Legibility Index (LI). For example, a sign with an LI of 22 means that 1" capital letters should be legible from a distance of 22 feet. Likewise 10" capital letters are legible at 220'. Additionally, the LI also reflects a 15% increase in letter height required

when all upper case letters are used instead of the more legible upper and lower case letters with initial caps.

ILLUMINATION	LETTER STYLE	LETTER COLOR	Background COLOR	LEGIBILITY INDEX	
				Upper & Lower Case	ALL CAPS
External	Helvetica	Black	White	29	25
External	Helvetica	Yellow	Green	26	22
External	Helvetica	White	Black	26	22
External	Clarendon	Black	White	28	24
External	Clarendon	Yellow	Green	31	26
External	Clarendon	White	Black	24	20
Internal Translucent	Helvetica	Black	White	29	25
Internal Translucent	Helvetica	Yellow	Green	37	31
Internal Translucent	Clarendon	Black	White	31	26
Internal Translucent	Clarendon	Yellow	Green	37	31
Internal Opaque	Helvetica	White	Black	34	29
Internal Opaque	Helvetica	Yellow	Green	37	31
Internal Opaque	Clarendon	White	Black	36	30
Internal Opaque	Clarendon	Yellow	Green	37	28
Neon	Helvetica	Red	Black	29	25
Neon	Helvetica	White	Black	38	32



2. NEGATIVE SPACE

Negative space in this sense is the space in between and around the letters and images included in a banner layout. The space around the letters/images is equally important as letter height. The human eye works with our brain to see words as shapes. Having enough space around these shapes allows our brains to more quickly identify and understand the word/shape. The USSC has determined a ratio of 40/60 as a standard for sign legibility. 40% coverage with text or image and 60% negative space.

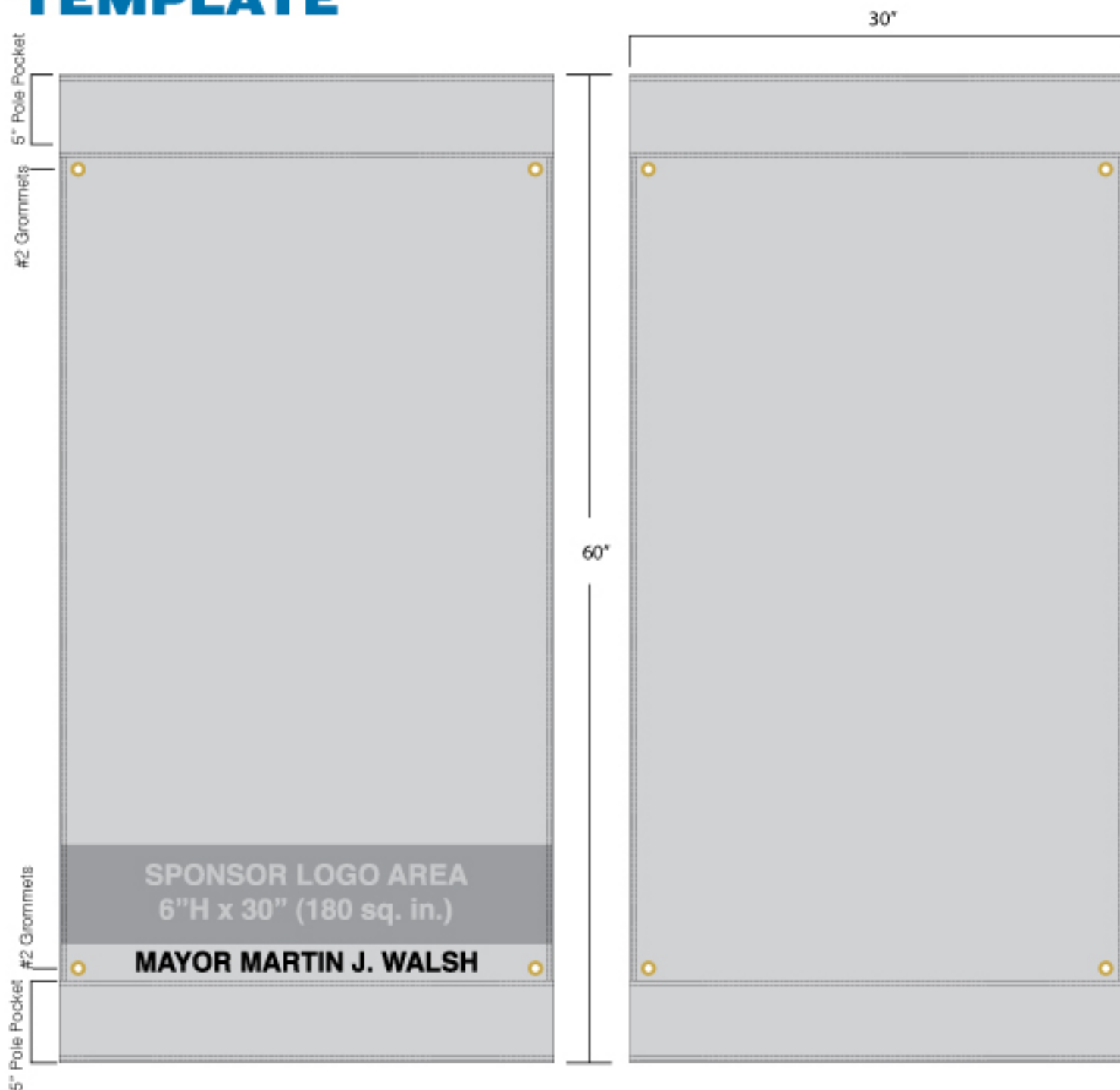


3. HIGH CONTRAST

In addition to letter size and the relationship of letter size to negative space, the greater the amount of contrast in color of text to background helps increase legibility. Consider speed limit signs which are typically black text on a white background. Although this may seem a bit boring it is the highest amount of contrast you can have from background to text. The more contrast there is between text and background the more the text will "pop" off of the sign and in turn be more readable, especially when viewed from a distance or while moving.



DPW POLE BANNER TEMPLATE

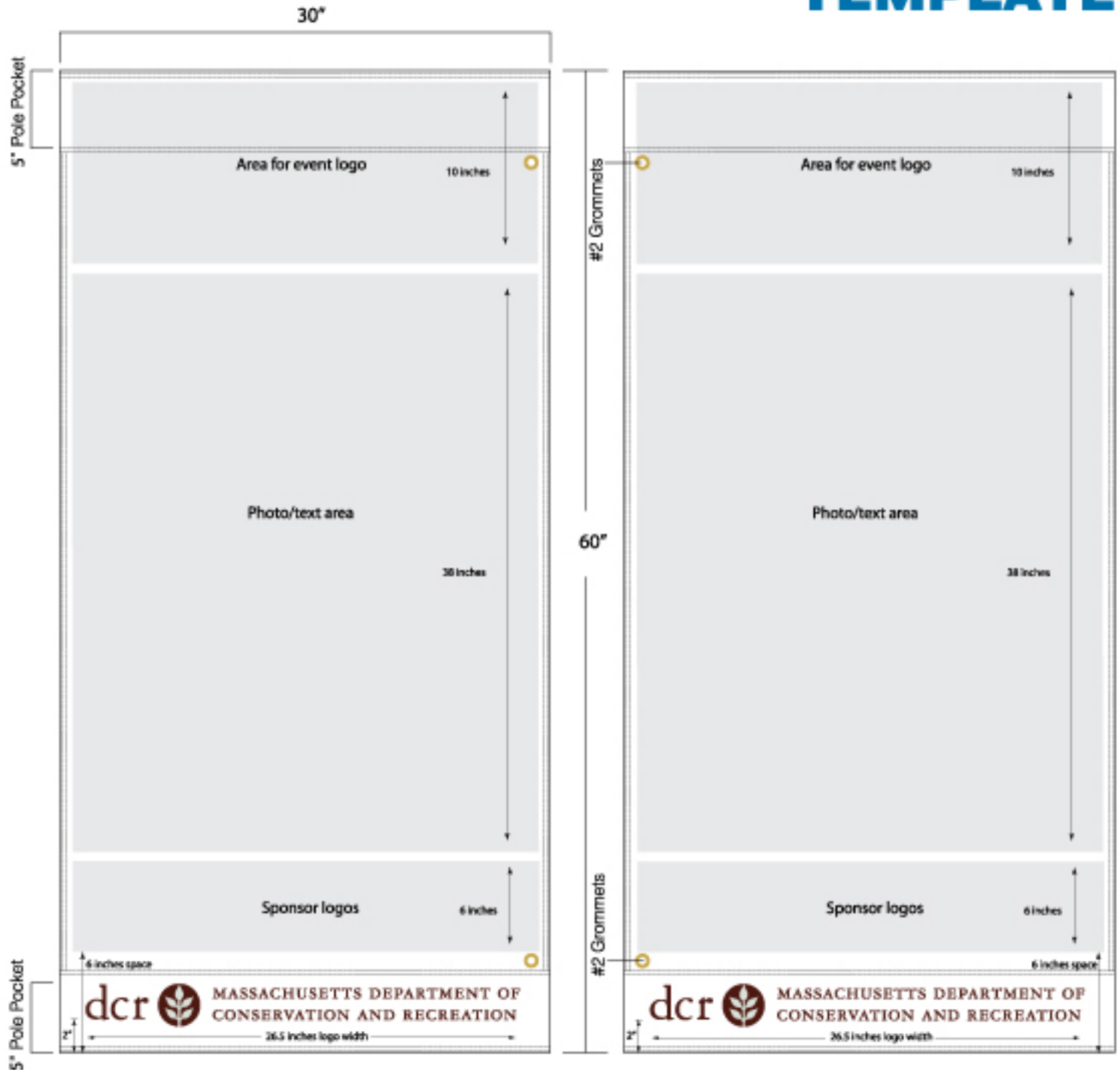


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Note: Contact our art department for vectorized pole banner templates.

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DCR POLE BANNER TEMPLATE



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Thank you for choosing to use Accent Banner for your upcoming project. To aid in submitting your artwork, we have developed some simple guidelines. The price we've quoted assumes that we are provided with print or appliqué ready artwork from any program within the Adobe Creative Suite 5. For custom designs or files needing to be altered a \$90.00 per hour art charge will occur. We do include one hour of artwork preparation time in the job, but time beyond that is billable. So, proper preparation of your artwork in advance will save you time & money.

GENERAL:

- All graphics are subject to review and approval before production.
- Mac compatible file format required
- Please provide artwork files in their native format.
- Layouts should be in proportion to the final output size.
- All fonts need to be converted into outlines, in order to avoid any font errors.
- Artwork should be created using Pantone Solid Coated colors. Please spec any PMS colors that are associated with your logo/organization and artwork. Colors will be matched as closely as possible. If color match is critical, a hard proof is recommended when printing digitally. There is additional cost for this.

PRINTING:

- File resolution should be at least 150 ppi at 100% of the final size for standard applications (300 ppi recommended for close viewing).
- Do not embed a color profile.
- CMYK color mode is most ideal for printing. However, if your logo file is in RGB mode do not change it as converting modes may cause a negative color shift. Digital imaging will be output in CMYK process with Pantone Solid colors specified for matching purposes.

SENDING FILES:

- Send artwork early to avoid production delays.
- You may use ZIP or STUFFIT compression for multiple files. (Mac or PC).
- If file is smaller than 10M, e-mail to derrek@accentbanner.com (Please include your contact info). If the file is larger than 10M, send it on a cd, a dvd, or upload files using yousendit.com.

If you have any questions please phone the Art Department at 1-800-367-3710. Please contact your sales representative or the Accent Banner art department for further graphic artwork requirement assistance or custom graphics inquiries.

Send graphics / artwork to: derrek@accentbanner.com



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Accent Banner is a major manufacturing, distribution, and installation specialist of custom-designed flag, banner, and signage products for commercial and institutional markets. In addition, a full spectrum of readymade flags, poles, accessories, and hardware is stocked and marketed through Accent Banner's retail division—successor to The Flag Center, the venerable Cambridge-based store established in 1938. The comprehensive scale of Accent Banner's products and services contributes to our stature as a "full-service provider." At every level of the Accent Banner organization, our informed, creative, and experienced staff is committed to the goal of complete customer satisfaction. Accent Banner is proud to deliver products that are "Made in the USA."

CUSTOM PRODUCT LINE BANNER AND DISPLAY ITEMS

Whether large format or small, intended for interior or exterior use, fabrication of custom banners, backdrops, table drapes, and other displays will feature either appliqué or print design . . . or a hybrid solution incorporating both techniques.

APPLIQUE

Appliqued banners are Accent Banner's signature product. These beautiful, colorful, and unique fabric-on-fabric stitched creations are designed and hand-crafted on-site, with benefit of the finest workmanship in the industry.

PRINT

We offer an array of print techniques (digital, dye sublimation, screen print, acid dye) rendered on a variety of mediums (nylon, canvas, sunbrella, vinyl, and rigid substrates.)

TENSION FABRIC STRUCTURES

These light-weight, collapsible, tubular forms can be built to any shape and size and then fabric-wrapped with logos and/or eye-catching images. They are ideal for trade shows and exhibit halls.

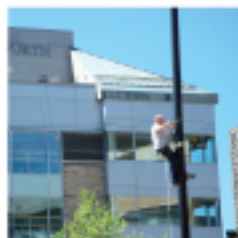
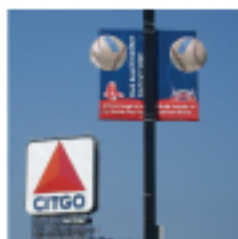
COMMERCIAL FLAGPOLES & HARDWARE

Accent Banner will custom furnish and install outdoor flagpoles, from single mast to wall mount—vertical or outrigger style.

RETAIL PRODUCT LINE

READYMADE FLAGS & ACCESSORIES

Through our retail outlet, we offer an extensive inventory of top-grade US, state, regional, international, historical, military, nautical, and sports flags. Residential poles, brackets, display hardware, and accessories are also available.



SPECIALTY ITEMS

- Large-scale US flags made of high-end materials for cost-effective durability.
- Polartec-fleece blankets and scarves with stitched on logos or designs.
- Appliqued/printed acoustic panels, an attractive solution for sound suppression.

PROFESSIONAL SERVICES

- Installation • Graphic Design • Contract Stitching • Flag & Flagpole Repair & Maintenance Programs



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ACCENT BANNER, LLC.

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